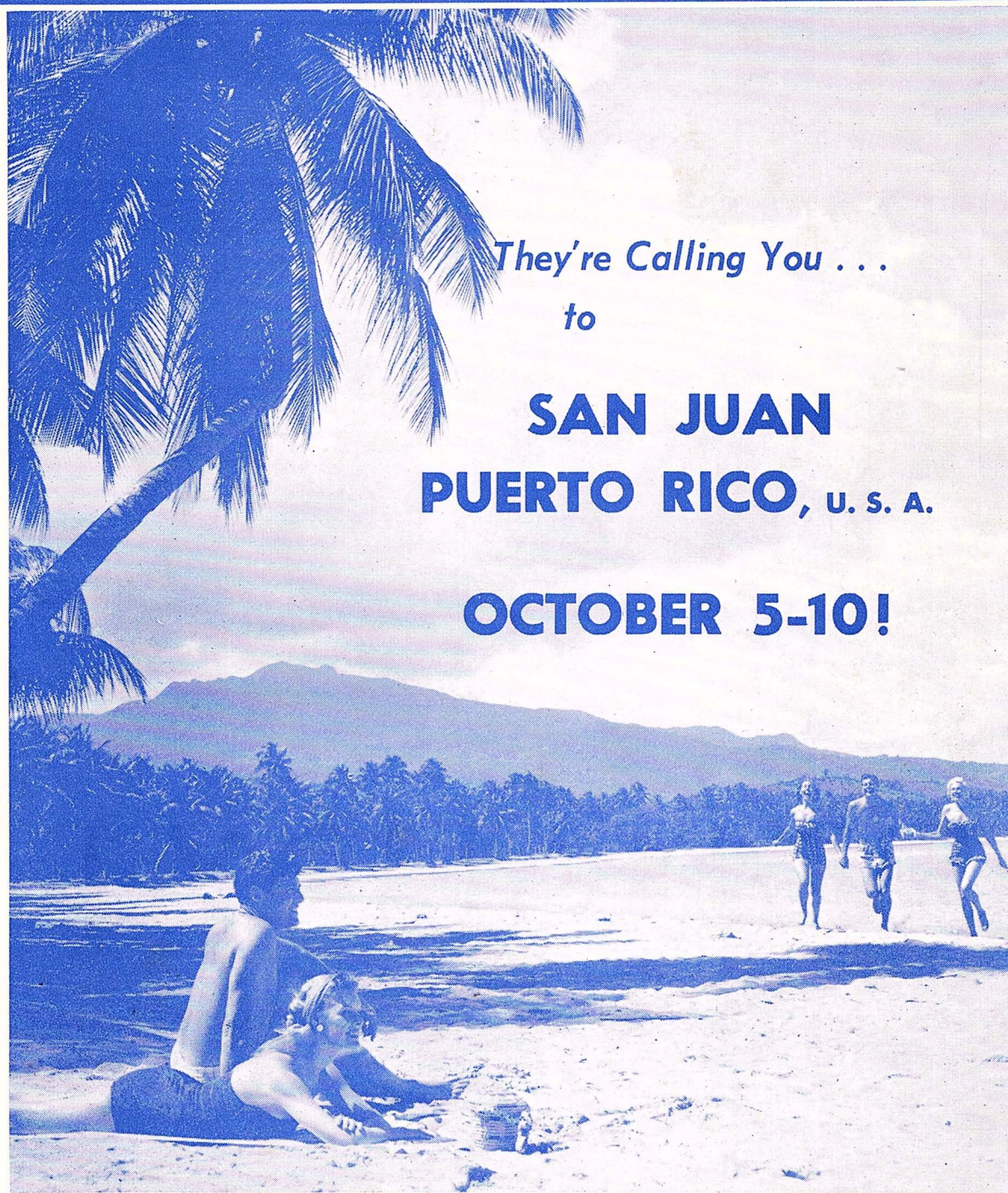


# *The* EXCHANGITE



*They're Calling You . . .  
to*

**SAN JUAN  
PUERTO RICO, U. S. A.**

**OCTOBER 5-10!**



*Most Exciting Ever Planned! 37th Annual*

**NATIONAL CONVENTION**

APRIL 1955



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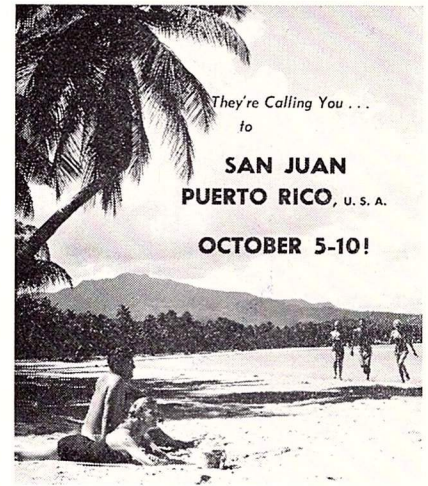
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HEROLD M. HARTER

Editor



THIS MONTH'S COVER shows Luquillo Beach, one of many which circle the tropical island of Puerto Rico . . . a beach on which you can be racing or relaxing, next October 5-10! You'll stay at a cosmopolitan hotel, take magnificent tours through mountains, flower jungles, picturesque villages . . . see living history, begun centuries ago . . . get a golden tan in the "most perfect climate on earth" . . . enjoy spectacular club-and-casino nightlife. **PLAN NOW.** get in on the most exciting convention ever held!

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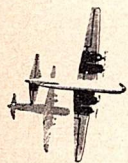
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# Next Month! National Crime-Prevention-Week Report





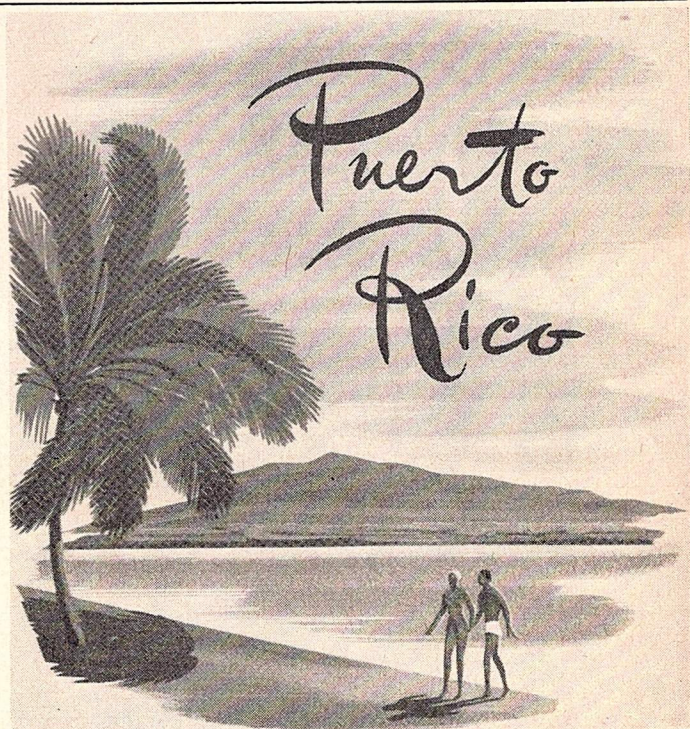
*... most exciting  
Convention  
ever planned!*

**N**ext October 5 through 10, Exchangites everywhere will have an opportunity to enjoy an "out of this world" convention. Although still in the United States, they will feel a million miles from everyday care, and routine.

**P**uerto Rico, one of the most exotic regions known, is less than four hours by air from Miami. The climate is close to Paradise. Every hour of the day, the sun shines, breezes blow. At night the stars seem close enough to touch, in velvet-soft air.

**T**hrough the flower-drenched countryside, you'll see natives still living in centuries-old ways. In the bright clean cities, you'll visit clubs as sophisticated as Paris.

**T**he National Exchange Club will plan and "package" this entire trip for you. Also for your wife, and any other members of your family you wish to bring. One ticket—one price—takes care of everything



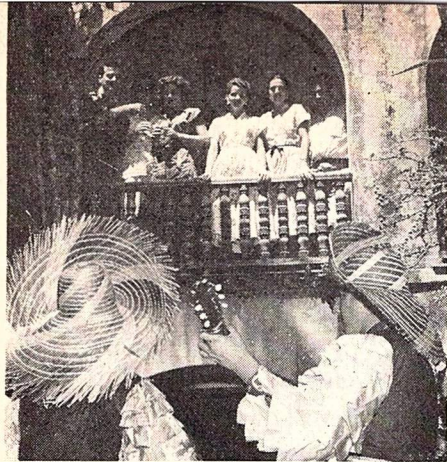
each individual will need for the whole six magic days, from transportation to tips.

**Y**ou'll never have another chance to get so much "dream vacation" at such little cost. Here's why. While you are getting the very best in food, lodging, entertainment, sightseeing — friendship, too — you get it at a special convention rate, available only through The National Exchange Club. (In a future issue, we'll bring you cost details.)

**I**n this issue of the magazine, although your whole visit will be expertly pre-planned for you, **The Exchangite** presents hundreds of facts to give you the "feel" of the land you will be visiting . . . also to give you the priceless assurance of "knowing your way around." (We suggest you take this issue with you.)

**S**et the dates aside now — tell your wife that you and she are finally going to take that long-overdue "vacation of vacations!"





# Puerto Rico

## The New U. S. Playground

Puerto Rico — washed by the friendly waters of the blue Caribbean — is a vacation spot to which more and more travel-wise people are turning. On the very doorstep of the continental United States, Puerto Rico offers all the romance and color of the tropics — the charm of an old Spanish culture — with one of the most amazing climates in the world!

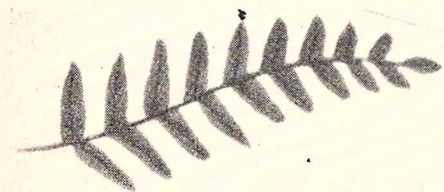
50-year records for San Juan show 360 days of sunshine a year!

## Plenty to See and Do

There's always plenty to see and do in Puerto Rico.

Average temperature is 73° in winter and not much hotter in the summer. Fanned by the Trade Winds, Puerto Rico is perpetually "air conditioned."

Beautiful, sandy beaches for swimming, palm trees rustling in the breeze, romantic side streets and ancient Spanish towns, churches and buildings to explore, a friendly people — all of these make for a vacation that is as perfect as you'll find on earth.



San Juan, capital of Puerto Rico, will be your Convention city. It is divided into the new section, and the very old.

For instance, Old San Juan is today just about as it was hundreds of years ago. The thick, cool walls of the buildings, the marble and Spanish tiled floors and the iron grillework — each seems to hold a story of departed colonial glory and adventure.

Old San Juan is built on a small island in San Juan Harbor, but about 40 years ago it overflowed into a new section called Santurce (San-toor-say), so that the city has become a metropolis of 230,000 people.

## Seeing the Sights

Your Exchange Club tours will be the easiest and best way to "see the sights." One of these is the stately Cathedral of San Juan Bautista, originally built of wood and thatch in 1519. Hurricanes, earthquakes and the Dutch destroyed it several times, but after each catastrophe it was resolutely rebuilt. The last reconstruction occurred in 1867. Ponce de Leon, the first Spanish Governor of the island, is buried there and the interior is furnished with priceless relics. Another historic church is San Jose, the oldest on U. S. soil. Begun in 1530, it is very little changed from the days when Ponce de Leon and his family worshipped there.

Most famous of San Juan sights is El Morro, the huge fortress that guarded the main entrance to San Juan Harbor.

Sightseers on foot have a never-ending series of additional things to see as they stroll along the narrow 16th and

17th century streets in San Juan — the Calle Fortaleza, Calle de la Luna, Calle San Francisco, and others. American made automobiles barely squeeze by, and the bustling Puerto Ricans overflow the narrow sidewalks.

## Good Things to Eat

If it is near dinner time, the oldest restaurant in the city is nearby — La Mallorquina — where a meal of chicken asopao or some other tasty dish can be enjoyed, and a cup of Puerto Rican coffee tasted. The Puerto Ricans like their coffee extremely strong and it is served in a small pot together with hot milk in another pot. These are mixed to taste. Some restaurants specialize in native dishes, such as El Nilo in Santurce. Included on its menu are pasteles (ground bananas with olives and peppers baked in banana leaves); chicken hallaca (chicken, almonds, olives mixed in corn meal, wrapped in banana leaves and baked); sweet banana stuffed with meat; young goat fricasse; chicken asopao (chicken with rice, peas and pepper, cooked together) cuttle fish in its ink (much better than it sounds, they say).

## Index for Sightseers

THE CATHEDRAL OF SAN JUAN BAUTISTA (patron saint of the city) is located at Cristo and Luna Streets. Here Ponce de Leon is buried. Originally built of wood and thatch, this church was damaged first by a hurricane, sacked during the Dutch occupa-



tion, then damaged by an earthquake. Each time it was rebuilt. In the days of the Spanish Inquisition, the island's first bishop became General Inquisitor of the Indies. The inquisition is supposed to have taken place in the cathedral.

The present bells date from the seventeenth century, since the Earl of Cumberland made off with the original ones. Some of the ancient relics were donated to the church by Queen Isabella.



**SANTO CRISTO CHAPEL.** At the foot of Calle Cristo, this small chapel gives its name to the street. Only 12 persons can worship in the arcade, which is regularly used as part of the street. The church was erected in 1753 as a memorial for the life of a young horseman who miraculously escaped death when his horse plunged over the cliff at that spot. The altar is covered with silver. This small chapel is open to the public all day only on Holy Thursday, the Day of Transfiguration and Christmas. However, there is a daily mass at 7 a.m.

**SAN JUAN GATE.** The only remaining gate of the old walled city is located at the foot of Caleta de San Juan. Ships used to anchor in the bay and voyageurs entered the city through this gate to attend services at the cathedral.

**LA FORTALEZA.** At the foot of Fortaleza Street and overlooking the entrance to the harbor, La Fortaleza is the governor's official residence. Built in 1540, it was originally used as a fort. One of its towers often held Spanish gold and secret passages ran from La Fortaleza to Casa Blanca, the original governor's mansion.

If you wish to see La Fortaleza, tell the guard at the gate and a guide will be provided.

**SAN JOSE CHURCH** is the oldest church in continuous use in the western hemisphere. When the city of San Juan was moved to its present site the first structure built was the San Jose Church. The family of Juan Ponce de Leon worshipped in this charming building. Originally called Santo Tomas de Aquino, it was the church of the Dominican monastery, which is just behind it (now occupied by the U. S. Army). San Jose Church is located at the San Jose Plaza at Cristo and San Sebastian Streets. In the plaza is a statue of Ponce de Leon cast from cannons captured from the

## Getting Around San Juan

**NEWCOMERS** to San Juan are often confused by the word "Parada," which means a "Stop". These words are applied to the points at which busses — guaguas — stop to load and discharge passengers along Ponce de Leon and Fernandez Juncos avenues and through the Condado section of Santurce. The stops are indicated by yellow posts marked "Parada".

The parada and the stop are holdovers from the days when trolleys ran from San Juan to Rio Piedras and through the Condado. By extension a stop has come to cover the neighborhood around the bus station and to be used in addresses. Stop 1 on Ponce de Leon is opposite the YMCA and the numbers rise in orderly fashion to Stop 40 at the University of Puerto Rico in Rio Piedras. Then they jump back, starting with 41 near Stop 23 and running around the Condado loop. Stop 44, for instance, is at the intersection of Park and Loiza streets and Stop 51 is the Hotel Condado.

San Juan has three main highways. Ponce de Leon Avenue begins at the Plaza Colon (which serves as a bus terminal) and takes one-way traffic out to Stop 9, where the bridges lead to the Condado and Santurce.

Munoz Rivera Avenue leaves Ponce de Leon at Stop 8½ and is one way into San Juan. It runs along the ocean and ends at the Plaza Colon. Fernandez Juncos Avenue is a two-way street along the bay. It meets Ponce de Leon near Stop 26.

In old San Juan, traffic enters the city from the Plaza Colon on San Francisco Street. The other main street between the governor's palace and the Plaza Colon is Fortaleza Street.

Bus fare is still only a nickel.



British in 1797. The statue points to Caparra, the site of the original settlement.

**EL MORRO** was Spain's most important fortification in the New World for centuries and she was continually extending and improving its defenses to fight off England, Holland, France and pirates. By the end of the 18th century Spain had poured 6,000,000 pesos into it. It is an awe-inspiring sight today, with its scarred walls, steep ramps, high buttresses and round sentry boxes.

Guided tours through the fort are available.

**FORT SAN CRISTOBAL.** The Dutch attack convinced the Spanish of the weakness of their land defense and in 1631 the second great fortress, San Cristobal, was begun. San Cristobal was so formidable it was never even attacked, which is not hard to understand if you climb up and look on its great defense wall, known as El Abanico (the fan). It's a fan of solid walls some twenty feet thick. During



World War Two, San Cristobal helped guard San Juan — still actively used after three hundred years.

**FORT SAN GERONIMO.** In the eighteenth century, San Geronimo (beside the Caribe Hilton hotel) was added to protect the San Antonio Channel, the other entrance into San Juan Bay. This fort was located outside the main walls of San Juan. England, France and Holland all discovered that these walls guarded the city well. Even the pirates who infested these waters respected it. Ships loaded with treasure for Spain put into safe harbor here.



PICTURESQUE ARCHITECTURE

### The City Itself

San Juan proper is located on an inlet on the northeastern coast. It is connected to the mainland by three bridges leading to Santurce. Traveling by air you will pass the forbidding white walls of Casa Blanca set high on a hill, the castle-like Fortaleza with its ever green gardens, and the pink, green, white, and yellow flat-roofed buildings.

Once in the city you are fascinated by the crowded thoroughfares which are enlivened by fascinating small shops, cafes, and street vendors. Ancient pastel-tinted houses with overhanging decorative balconies and grilled windows rub shoulders with modern office and bank buildings. Across the San Antonio Channel that connects the Atlantic with San Juan Bay, is Santurce, a residential section. Its fine homes are surrounded by palm trees, flowers, and tropical shrubs. Its hotels, clubs, and apartment houses are among the best in the Caribbean.

The Caribe Hilton Hotel dominates the San Juan water front. It is an incredible monument, a magnificent specimen of architecture, and a lure to every one.

Old San Juan holds much, as we've already said, for visitors who enjoy exploring centuries-old landmarks. The old city, once completely walled to protect it from pirates and

foreign invaders, still offers the enchantment and charm of Spanish architecture, legends and culture. Its narrow, cobbled streets are lined with colorful balconied homes some of which offer glimpses of spacious patios profuse with tropical flowers, cool fountains and stately palm trees.

You'll want to see San Juan Gate, through which the Spaniards once entered the old walled city — Santo Cristo Chapel, overlooking the sea — the massive moss-covered fortress of El Morro with its many passageways, dim dungeons, jutting sentry boxes silhouetted against the sky, and moats no longer filled with water, but now the grassy fairways of a modern golf course.

In the newer San Juan, Santurce and the blossoming suburbs, the trend is strictly modern — with homes, hotels, banks, department stores and business buildings as modern as tomorrow, in a distinctly Latin-American way. Acres of concrete homes, modern shopping centers and schools in gay pastel shades with graceful Spanish touches are springing up.

Huge hydroelectric projects have brought to the whole island many of the conveniences of modern living. Few cities have accommodations that rival those in San Juan. The Puerto Ricans have a word for it, "Usted esta en su casa," which means, "You are at home."

# Puerto Rico, U.S.A.

## Background

Puerto Rico — 1000 miles from the American continent in the blue Caribbean Sea — was known by the Indian inhabitants as "Boriquen"; Columbus christened it San Juan Bautista. In 1508, Juan Ponce de Leon sailed into San Juan Bay. Its exotic beauty caused him to exclaim "Que Puerto Rico!" — "What a rich port!" — a name that has lived on for over 400 years.

It was Ponce de Leon who founded the first settlement and became Puerto Rico's first governor. Casa Blanca, the house Ponce de Leon had built for himself, while he searched the new world for the "fountain of youth," is now the residence of the Commanding General of the U. S. Antilles forces. Ponce de Leon's remains finally came home to Puerto Rico and today repose in the ancient Cathedral of San Juan.

La Fortaleza, the fortress-palace — also in the old city of San Juan — has housed Puerto Rico's governors for 300 years. Governor Luis Munoz Marin, first elected governor of Puerto Rico, under whose guidance greatest progress has been made, is the present occupant of this historic landmark with its sunken gardens and superb view of the sea.

## Vacation Dreamland

Because of its geographic location Puerto Rico in recent



years has become the travel crossroads of the Caribbean. Excellent air and maritime connections at modest cost, year round vacation climate, vestiges of Old Spain, exotic color, fine beaches and first-class accommodations make Puerto Rico the vacationers' dreamland — all at the door-step of the United States.

## Geographic Facts

The Commonwealth of Puerto Rico, approximately one hundred miles long and thirty-five miles wide, lies at the

### *Bargains in Personal And Household Goods*

**Puerto Rico is only 35 minutes by air from the Virgin Islands.**

**The Virgin Islands are a Free Port, which means that the world's goods are admitted free, without payment of heavy import taxes. Consequently, real bargains are to be had.**

**From Denmark there are beautiful handmade jewelry and silverware — from the British Isles there are Harris tweeds — from France delicate crystal and china, as well as fine perfumes — from neighboring islands basket work, sisal sandals, straw luncheon sets, mahogany products, straw hats.**

extreme east of the West Indies chain known as the Greater Antilles. The other islands are Cuba, Jamaica and Hispaniola (Haiti and the Dominican Republic). Puerto Rico is approximately 1,600 land miles southeast of New York, 1,000 miles from Miami, 65 miles east of the Dominican Republic and 500 miles north of Venezuela. Its northern shore is washed by the Atlantic Ocean, its southern by the Caribbean Sea.

## History

On his second voyage to the New World, Columbus discovered the Island of Puerto Rico and took possession of it in the name of Spain (November 19, 1493). The settlement of Puerto Rico began with Ponce de Leon, later discoverer of Florida and seeker of the Fountain of Youth. He founded the present city of San Juan in 1508. For four centuries Puerto Rico was a part of the Spanish Empire.

Puerto Rico was teeming with colonists when continental United States was still an Indian hunting ground. In fact,

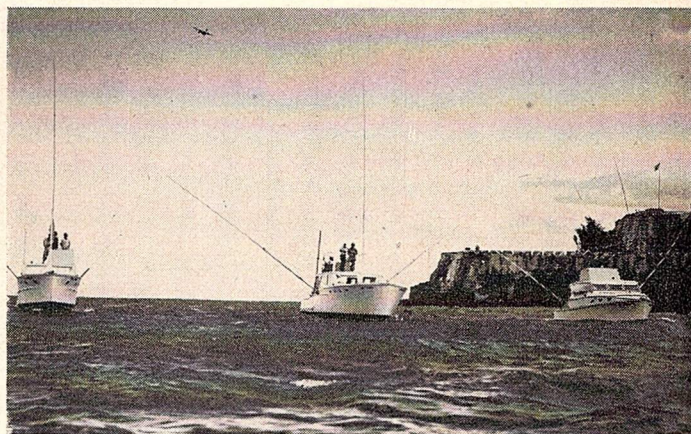
the Puerto Ricans' ancestors were celebrating the twelfth anniversary of their settlement while the Pilgrims were still a hundred years away.

In 1812 it was declared to be a province of Spain on an equal basis with the provinces in the Iberian peninsula. In 1897 Puerto Rico was granted a constitution under which it would have become a virtual Dominion. Soon after, however, during the Spanish-American war, the United States occupied Puerto Rico. Spain ceded sovereignty over Puerto Rico to the United States under the Treaty of Paris, proclaimed April 11, 1899. Thus the Spanish Empire lost its last foothold in the Western Hemisphere.

## Population

The total population in 1950, according to the U. S. Census, was 2,210,000. Approximately one-third of the population resides in cities and towns. One of the most densely populated agricultural economies in the world, Puerto Rico's population exceeds 640 per square mile. San Juan, located on the north coast, is the capital and largest city. It has a population of more than 350,000 persons. Ponce, the second largest city, has a population about one-third of San Juan's; it is located on the south coast. The third largest city, at the western end of the island, is Mayaguez (population 87,000).

The rate of increase of population has been great, since

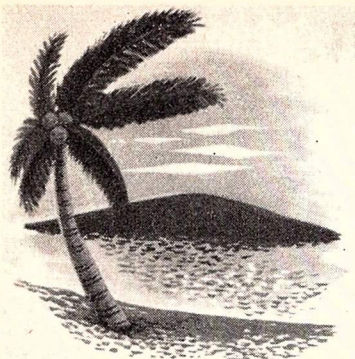


DEEP SEA FISHING

the death rate, especially in recent decades, has declined as the result of public health measures.







## TOUR THE ISLAND

**P**UERTO RICO was settled a century before the Mayflower sailed, so naturally it has a wealth of historical sights to interest the visitor. We have included a fairly complete section to cover your sightseeing in San Juan. We want you to enjoy the capital city. But we think you will enjoy your visit to Puerto Rico much more if you see more of this beautiful island than just San Juan.

"Out on the island" is the universal expression here for trips outside the city of San Juan. And "out on the island" there are many interesting things to do and see which we have not featured in this issue — a visit to Indian Caves at Arecibo, where you'll see some of the few remaining traces of the original inhabitants or a trip to the salt flats of Cabo Rojo.

We also recommend a drive through the mountains from Arecibo to Utuado, Jayuya and back to Manati, or across the island from San Juan to Caguas to Cayey and Guayama.

If you want extra trips, you may take some casual side tours in excellent cars with competent English speaking guides. These include visits to El Yunque, Luquillo Beach, rum factories; sugar mills, mountain resorts or any special tours you may designate.

(Remember, your Exchange Club tours will cover practically everything we mention.)

### PLACES TO SEE "OUT ON THE ISLAND"

The towns of Comerio and Barranquitas are typically Spanish, with their plazas and ancient churches. Neat and well kept, they again emphasize the fact that Puerto Rico, unlike many other tropical lands, is proud of its cleanliness and freedom from tropical diseases. Barranquitas is a mountain resort patronized by many residents of San Juan, and beautiful pastel painted homes are to be seen.

**EL YUNQUE.** One of the most re-

warding expeditions in Puerto Rico is to the tropical rain forest at El Yunque. Luxuriant jungle growth including thousands of orchids and tremendous tree ferns make this an unforgettable trip. As you climb the winding mountain road you look out over breath taking valleys of virgin forest, much of it standing when Columbus landed. You will enjoy the exotism of the El Yunque trip, only about a two hour drive from San Juan through colorful little towns.

**LUQUILLO BEACH.** A long crescent of sparkling sand lined with coconut palms, Luquillo is often called the world's most beautiful natural beach. A row of reefs about a half mile offshore eliminates heavy surf and big fish. Dressing rooms and picnic tables are available. Luquillo is quite near El Yunque and may be combined into one tour.

**LA PARGUERA.** A small quaint fishing village which boasts a comfortable guest house and also one of Puerto Rico's finest cooks, Mrs. Julia Baez de Flores, whose restaurant is near the guest house. See the Phosphorescent Bay on a dark night!

### DON'T MISS THESE . . .

**UNIVERSITY OF PUERTO RICO** in Rio Piedras. The buildings and grounds of the University are very

beautiful with Spanish architecture and tropical foliage. An interesting museum exhibits Spanish fans, jewels, fine needlework, old maps and charts, Indian relics and carved wooden saints.

**CATANO FERRY.** This miniature of the Staten Island ferry plies back and forth across the bay from San Juan to Catano, giving you a beautiful view of San Juan from the bay. Notice particularly the old city walls. The ferry leaves from a pier in back of the post office building in San Juan. Fare one nickel. Delightful on moonlit nights.

**LECHONERA.** Be sure to visit a *lechonera* and try one of Puerto Rico's most famous dishes, *lechón asado*, or roast pork. The meat is wonderfully flavored with garlic and herbs and the skin is very crisply done. A good place



### You Will Have A Wonderful Time in Puerto Rico if You . . .

Swim and sun any day on the island's beautiful ocean beaches.

★ ★ ★

Visit El Morro, ancient cathedrals and other historical landmarks in San Juan.

★ ★ ★

*Dine in San Juan at Spanish, French, Italian, Swiss, Oriental and typical stateside restaurants — and capture the international flavor of this cosmopolitan city.*

★ ★ ★

Visit San Juan's hotels and clubs at night — for color and entertainment.

★ ★ ★

*Take a trip "out on the island" to Aguadilla where Columbus landed. (Puerto Rico is the only United States' soil on which Columbus set foot.)*

★ ★ ★

Then to Mayaguez, third largest town, center of the needlework industry, and home of the Agriculture Experiment Station — a paradise of tropical flora.

★ ★ ★

See San German, the island's most picturesque town and visit Porta Coeli — second oldest church in Puerto Rico — and the Polytechnic Institute.

★ ★ ★

*End the day at La Parguera and take a night-ride to Phosphorescent Bay.*

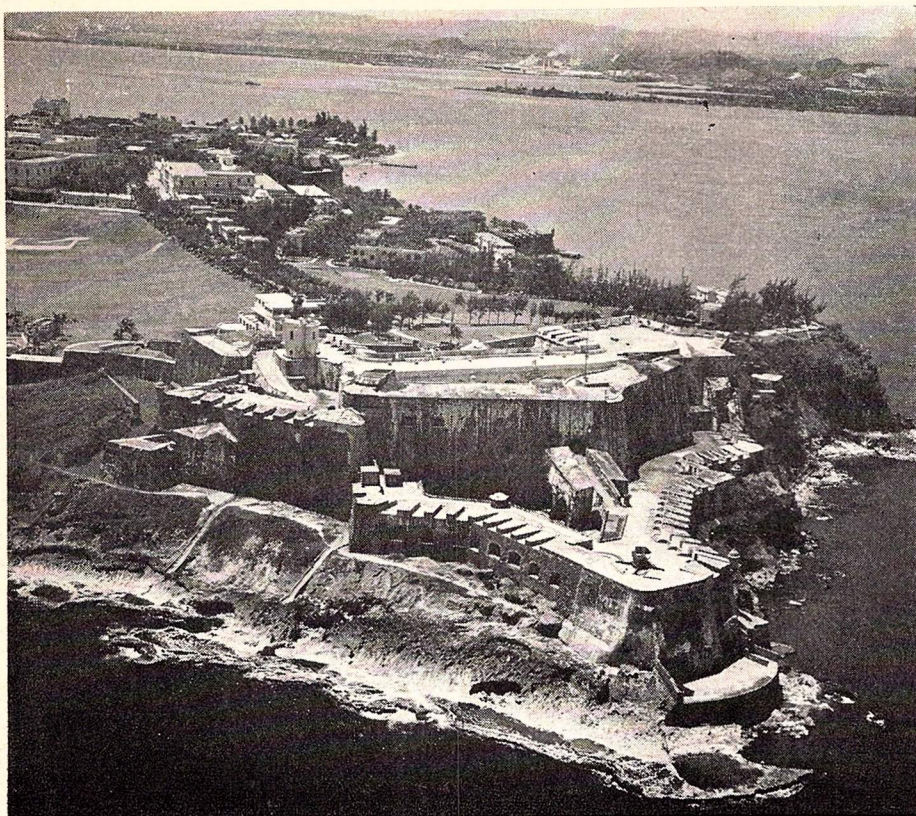
★ ★ ★

Motor along the southern coast — at the edge of the Caribbean Sea — to Ponce, second largest city and one of contrast of old Spain and new U. S. A.

★ ★ ★

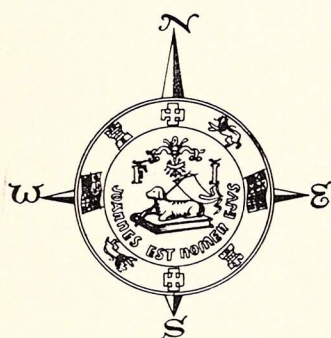
Then drive north to Coamo Springs (the island's oldest resort spot), Barranquitas (birthplace of Louis Munoz Rivera, Puerto Rico's greatest patriot) and other pretty mountain villages along the spectacularly beautiful road back to San Juan.





to try this treat is the Verdadera Lech-onera on the Military Highway, not far past the entrance to Fort Buchanan.

**PONCE.** Ponce is famous far and wide for its red and black striped fire



house, also its beautiful plaza. The Ponce market is one of the island's largest and most interesting. The Mercedes Sugar Central is nearby and welcomes visitors. Ponce is the island's second largest city.

**SAN GERMAN.** The Porta Coeli Church, fine example of Spanish architecture, is here.

**MAYAGUEZ.** The center of the needlecraft industry in Puerto Rico. Be sure to see the Agricultural Experiment Station with its wide variety of tropical plants.

### Better Because of Flying

As a pleasant and friendly place, Puerto Rico is a full-fledged success, and the swift-flying airplane is playing a big part in that success by making it possible for people with limited time to fly down for a glorious adventure.

From Miami it is only three hours and 55 minutes. The flight from Miami to San Juan, incidentally, presents one of the most beautiful over-water flights there is. The dazzling waters of the Caribbean seem to have every shade of blue and green ever invented by man, and several that only Mother Nature could think up. It is truly a scenic route.

There seems to be no doubt that Puerto Rico, "The Isle of Enchantment," is destined to become one of the best known sections of the United States.

### The CUSTOMS COUNTER

As Puerto Rico is part of the United States no passports or visas are required of United States citizens on arriving direct from the United States or the American Virgin Islands.

There are no customs duties on articles bought in Puerto Rico and brought into the continental U. S. A.

## VISITOR'S DICTIONARY

**WE** WON'T try to teach you Spanish in one column; however, here are a few words and phrases which might come in handy during your visit in Puerto Rico.

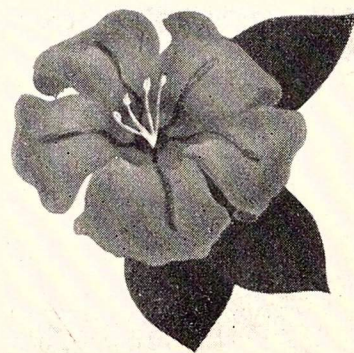
airplane	avion
baggage	equipaje
bill	cuenta
breakfast	desayuno
cigarette	cigarrillo
cigar	cigarro
drugstore	farmacia
envelope	sobre
fork	tenedor
faster	mas ligero, (don't tell this to the 'publicos')
glass of water	vaso de agua
good morning	buenos dias
good evening	buenos noches
goodbye	when you leave Puerto Rico don't say 'adios', say 'hasta luego.'

hat	sombrero
how much do I owe you	cuanto le debo

I don't know	yo no se
knife	cuchillo
lunch	almuerzo
letters	cartas
later	mas tarde
ladies' room	cuarto de damas
men's room	cuarto de caballeros
newspaper	periodico
on time	a tiempo
passport	you don't need it in Puerto Rico

playing cards	barajas
pen	pluma
pencil	lapiz
post-office	correo
pardon me	perdoneme
rum	mixed with soda it makes a delicious 'ron con soda'

what's happening .. **QUE PASA**





# TRAVELERS TIPS

QUE PASA translates to "What's happening?" You'll hear it often in Puerto Rico. In everyday conversation, it's the Spanish equivalent of "What's new?" or "What do you know?"

» » »

Because of its Spanish origin Puerto Rico is a Spanish speaking island. However, English is taught even in the early grades at school and virtually all



educated persons speak, read and write English as well as Spanish. You'll be able to get about comfortably using English alone, but if you know some Spanish, by all means use it. Even if your accent is not so good, it compliments when visitors try to speak the language.

» » »

Since it is a part of the United States, Puerto Rico has the same currency. Articles staple in the United States are available here at approximately the same prices. Padin's and the New York Department Stores are good places to look for special brand names you're accustomed to using.

» » »

When you plan your shopping tour remember that the siesta custom still prevails in Puerto Rico. Although Americanized business hours are becoming more popular, many shops and banks are closed from 12:00 noon until 2:00. Plan your shopping hours accordingly and arrange for a leisurely lunch or a siesta also.

» » »

Postal service, mail and package rates are similar to those on the mainland.

Remember packages traveling by regular mail go by ship and take a little



"X" MARKS THE SPOT!

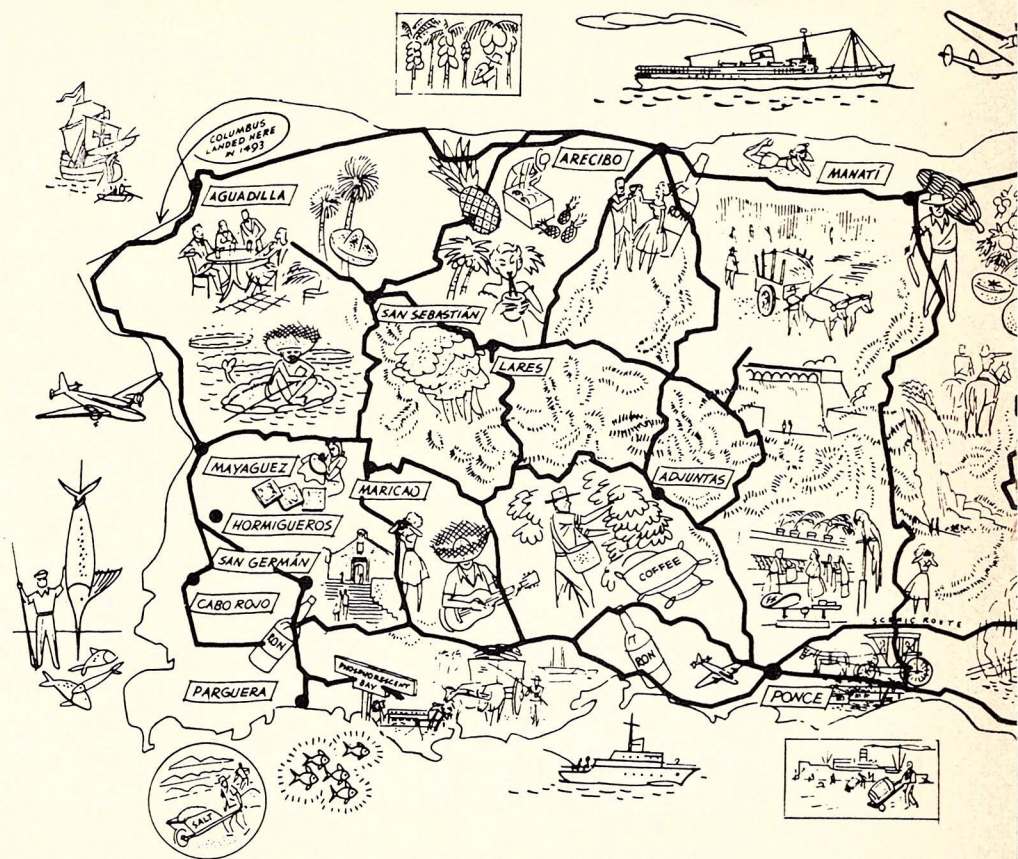
longer to reach their destination. New York and Miami daily papers are available at the news stands.

» » »

Puerto Rican time is one hour ahead of Eastern Standard time, except during the summer months of daylight saving time when it is the same.

« « «

A Tourist Guide and City Map of San Juan, Santurce and the metropoli-



tan areas, and also a road map of the island are available at the Visitors Bureau at 100 Tetuan Street in San Juan. Visitors also may obtain copies of these helpful guides from Exchange Club personnel at Convention headquarters.

» » »

Your visitor's drivers license for Puerto Rico can be obtained easily and quickly with the aid of a Car Rental System. This service is offered with the "compliments of the house" whether you wish to rent a car or not. Car Rentals also offer a complete sightseeing and map service free of charge.

» » »

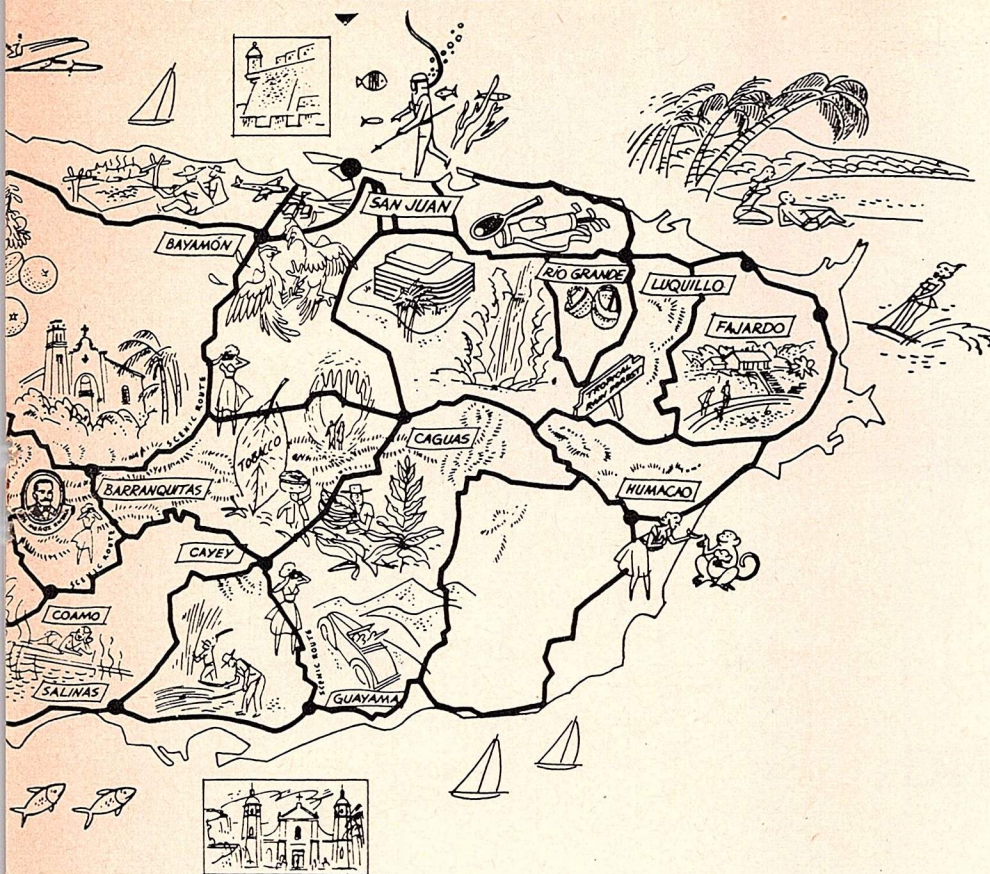
One final reminder — the sun shines brighter in the tropics. Remember this when you're taking pictures in Puerto Rico. Naturally an exposure meter is your best guide, but if you don't have one, try using at least one full stop smaller lens aperture.

## SPORTS ACTIVITIES

FRESH WATER FISHING. Besides some of the best game fishing in the world, Puerto Rico also offers excellent



# SAN JUAN: 1955 CONVENTION HEADQUARTERS



fresh water fishing grounds. All of the island lake and streams are well stocked, with large-mouth black bass, bluegill, and catfish being the most abundant. There is no bag limit to the catch. The best fishing waters (as listed officially) are: Dos Bocas Lake, near Arecibo; Garzas Lake, near Adjuntas; and Guajataca Lake, near Ciales.

**SPORT FISHING.** Deep sea fishing, virtually unknown in Puerto Rico as little as three years ago, is rapidly becoming the island's favorite sport. Puerto Rico has an abundance of every variety of the better known game fish—albacore, barracuda, bonito, bonefish, dolphin, all kinds of grouper and jack, kingfish, blue and white marlin, sailfish, snook, tarpon and tuna. Their sizes are all any sportsman could wish for. Within the past year, nine world records (as approved by the International Game Fish Association) have been fished from Puerto Rican waters. Due to its sub-tropical climate, always tempered by the trade winds, Puerto Rico is one of the few fishing centers that can boast a year-round season. Statistics compiled in a recent survey show that there is a barely distinguishable variance in size or quantity between any given months. Puerto Rico has many good

ports from which deep sea fishermen may put out in search of their game. San Juan, Mayaguez, Aguadilla, La Parguera, Guanica, Ponce and Fajardo are the most popular, although the ardent angler can shove off from practically every inlet and find himself an exciting time.

**GOLF.** If you are a golfer, you must play the Ft. Brooke course at El Morro. Often called "the most fantastic golf course in the world", the course is built around the 16th century Spanish fort.

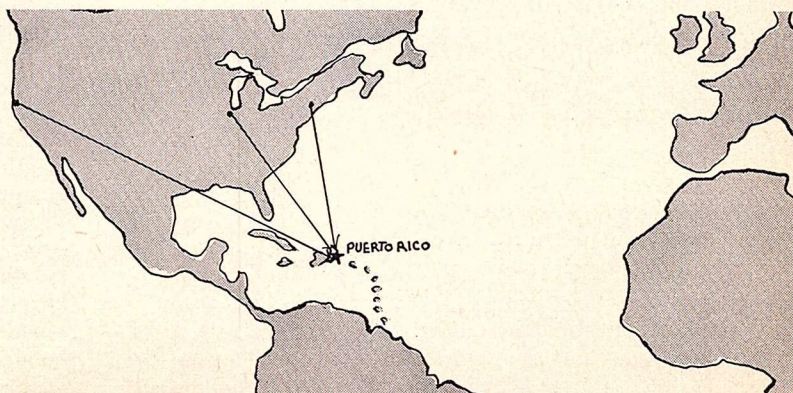


Two holes actually are played within the filled-in moat of the fort. On another, you shoot out of the moat over a 30-foot wall. There is also a 9-hole course at the Berwind Country Club. Both are available to visitors by special arrangement.

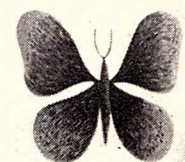
**SWIMMING.** Swimming is one of the favorite sports of visitors to Puerto Rico—a very pleasant way to acquire that tropical tan. All around the island stretch innumerable wide sandy beaches, fringed with coconut palms. Luquillo is the largest of these and one of the world's most beautiful natural beaches. Or you can find your own sandy stretch. Most of the beaches are protected by reefs from the big fish and heavy surf.

Most hotels have private pools for their guests. Every Wednesday night one of the largest hotels stages beach parties for guests and club members.

Fine fresh water pools are located at El Yunque, in the heart of the jungle-like rain forest, and at Guajataca and Barranquitas. Take the sun in easy stages though. You're in the tropics now.







## MORE SIGHTSEEING . . .

**ART CENTER:** A small gallery and studio featuring exhibitions of paintings and prints by local artists. Located upstairs at 152 San Jose Street in Old San Juan, the gallery is open from 10:00 a.m. to 5:00 p.m. daily except Sundays.

**RUM DISTILLERIES** — In the course of his travels around the Island the visitor will pass several of the 17 rum distilleries and 35 rectifying plants in Puerto Rico, and may want to stop for a “refresco” which is served as “the courtesy of the house” by many of the companies.

**AGRICULTURAL EXPERIMENTAL STATIONS** — Beautifully landscaped with tropical plants and trees native to the entire Caribbean, Central and Spanish American areas, the Insular Experimental Station at Rio Piedras (San Juan) and the U. S. Experimental Station at Mayaguez are equally inviting to horticulturist or layman. Visitors are welcome.

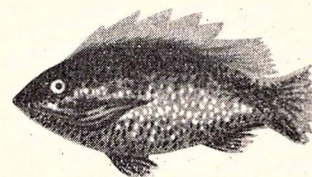
**TOBACCO PLANTATIONS** — Though declining in importance, tobacco is still grown in Puerto Rico — principally in the Caguas, Cayey, San Lorenzo district. Puerto Rican cigars are prized for their rich, mellow smoke. The tobacco factories welcome visitors, who can see the whole process from stripping of the leaves to finished cigar or cigarette.

**UNIVERSITY OF PUERTO RICO** — The University, located on a 165-acre tract in Rio Piedras section of San Juan, was founded in 1903. The main buildings, in Baroque architecture, are connected by arcades and form a quadrangle around an open court. The tropical setting of the campus is a beauty spot worth seeing, and a “must” for visitors is the Museum which contains many examples of

the “household effects” of the early aborigines who inhabited Puerto Rico before the coming of the Spaniards.

The University is easily reached by bus or taxi and visitors are always welcome.

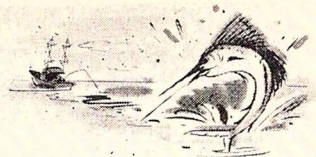
**PHOSPHORESCENT BAY**, a 20-minute boat ride from La Parguera on the South Coast, is one of the most incredible sights in the world. Laden with phosphorescence, this body of water lights up at night and sparkles like liquid diamonds. The wake of the boat and the brilliantly lit



path of the fish create a pyrotechnic display that is unforgettable. This is a trip all visitors will long remember.

**SCENIC ISLAND TRIPS** (By car) — Whether by guided tour or in a rented car, tourists should travel the length (100 miles) and breadth (35 miles) of Puerto Rico to appreciate its beauty and marked contrasts ranging from Tropical Rain Forests to cactus-dotted desert, from lovely beaches to beautiful 4,000-foot mountains, from the river mouths to great hydro-electric dams. Over 3,000 miles of hard-surfaced roads encircle and criss-cross the island. Lined with lacy bamboo trees, blossoming hibiscus and bougainvillea and bowered by royal poinciana trees with brilliant red blossoms, roads wind thousands of feet to





mountain heights and spectacular panoramic views of fertile valleys, rivers and sea.

## GENERAL INFORMATION

**MONEY** — Being a part of the United States, Puerto Rico uses the same money.

**POSTAL SERVICE** — Postal Service and Postal rates are the same for Puerto Rico as for the United States. United States Postage Stamps are used. There is airmail service to all parts of the world. *Note:* If writing from Puerto Rico it is wise to use airmail to insure prompt deliveries.

**FLOWERS** — The flowers of Puerto Rico are multitudinous and there are many lovely species of plants, shrubs and flowering trees in bloom all year round. Some species are orchids, gardenias, hibiscus, bougainvillea, poinsettia, flamboyant, tulipan, shower of orchids, purple wreath, etc. The Island map supplied to visitors in Puerto Rico lists the blooming seasons of the principal varieties.

**FRUITS AND VEGETABLES** — Puerto Rico's native fruits are delicious. Here are a few: bananas, coconuts, grapefruit, guava, limes, mango, oranges, papaya, pineapple, soursoy (Guanabana) and avocados.

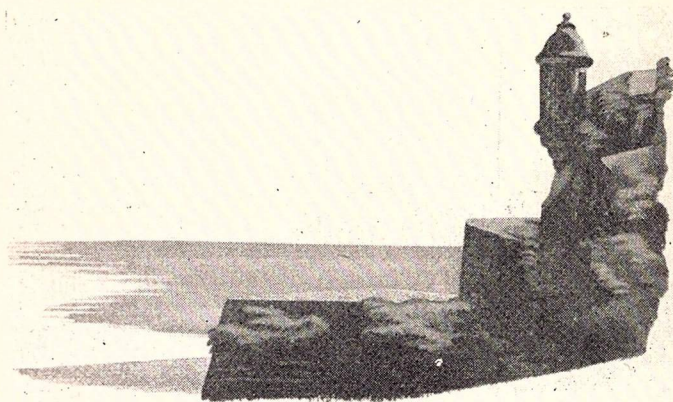
Island-grown vegetables are different and some are considered delicacies. A few are: Chayote, breadfruit, plantains, yautia and yuca.

**FOOD AND DRINK**—Hotels feature many familiar American dishes as well as tempting Puerto Rican specialties. Bottled spring water is available. The Island is famous, of course, for its light rum, however all types of liquors and wines are available. Be sure to try "lechón asado" (barbecued pig) while on the Island; it is as native as the hot dog of the U.S.A.

Puerto Rican coffee, prized at home and in Europe, is wonderful as a demitasse or "con leche" (with milk).

**CLIMATE**—Puerto Rico has one of the most healthful climates in the world with an average annual temperature of 76.50° F. Temperatures vary as much as to 10° to 15° between the coastal plains and the mountains and as the Island is constantly cooled by the Trade Winds there is no problem of humidity. Puerto Rico has no

rainy season but rather enjoys "sunshine showers" which keep the Island cool and fresh. Hay fever sufferers will find great relief in Puerto Rico as the rag weed pollen is virtually unknown.



EL MORRO

## THINGS TO DO

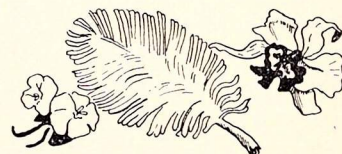
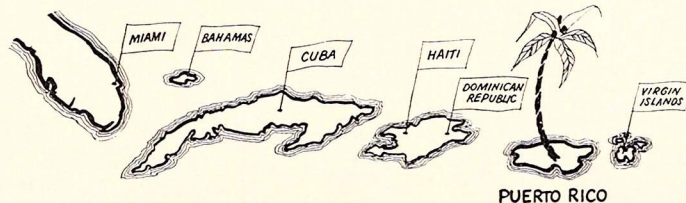
**HORSE RACING** — Afternoon races every Wednesday, Sunday and holiday afternoons at one of three tracks in San Juan. Though not as advanced as on the U. S. Mainland, tracks have automatic starting gates and pari-mutuel betting and there's lots of action and thrills for spectators. Admission: Inexpensive, up to \$1.00 for box seats.

**DANCING** — Like all Latin America, Puerto Rico has exciting music and is a dance-loving country. Excellent local bands play nightly at the hotels and smaller clubs (and restaurants), featuring mambos, tangos, sambas and rhumbas and good American music.

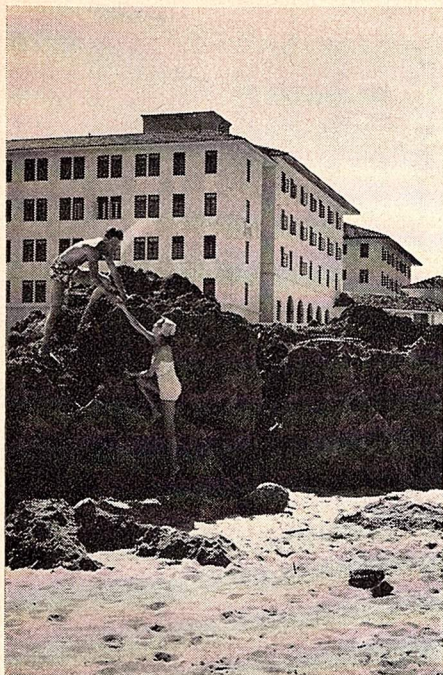
**BOXING** — Professional fights every Tuesday year-round. Principal bouts held in Sixto Escobar Stadium, next to Normandie Hotel, San Juan.

**BOWLING** — Guest Cards may be obtained by visitors to several private clubs.

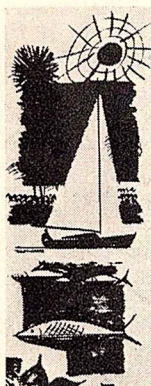
**THEATRE** — The recently remodeled Tapia Theatre, air-conditioned and seating 700 people, offers excellent local operas and programs featuring touring companies and artists from all over the world. Plays are usually in Spanish.







"By the sea, by the sea . . ."



## Caribbean Cookery

THE cuisine of the Caribbean has a distinctive style all its own. Although based on Spanish cookery, special flavorings and methods have been developed in Puerto Rico and some dishes have other origins. For instance the popular *lechón asado* is thought to be Chinese, the cooking methods brought here by the slaves who helped build the forts for the Spanish.

The Condado Beach Hotel features Puerto Rican food and has a number of very good Puerto Rican dishes on the menu. Every Wednesday night they have a buffet where you'll find



such treats as *pasteles criollos*, *mofongo* (ground plantains with garlic and pork skin in sauce), *gandinga* (tripe criollo), along with *asopaos* and



the ever popular *paella a la Valenciana* (chicken, lobster, clams, shrimp and

crabs all cooked with rice.)

For your collection, we give you the Condado recipe for *Carne de Cerdo al*



*Machete*, which you'll find tastes wonderful cooked on a charcoal grill.

### Carne De Cerdo Al Machete

Marinate sliced lean pork meat for at least 48 hours in olive oil, vinegar, garlic, salt and pepper. After the meat is cured place on the *machete* (skewer) a slice of meat followed with a slice of onion, slice of veal kidney and a green pepper. Then place another piece of meat and so on until you have five pieces of meat alternated with the onion and pepper. Broil until tender, take off the *machete* and serve with white rice.

With a salad you have a typical Puerto Rican patio meal.



### ABBREVIATED GUIDEBOOK

**WHAT TO WEAR:** Women's clothing suitable to any summer resort is just right, except that shorts and slacks are not worn on the streets. Dinner and evening dresses are often worn, but are not obligatory, and a light wrap is needed occasionally on cooler evenings.

For men, washable suits are appropriate all year and white suits, light flannels and tropical worsteds are suggested for general town wear. White dinner jackets are suggested, but not necessary.

DON'T FORGET BATHING SUITS, SUN GLASSES AND CAMERAS.

★ ★ ★

**SHOPPING:** Puerto Rico sports fashions are making a name for themselves, and you will want to bring back some of the colorful "originals" of local designers. The needlework of the Island is world-famous and ceramics and wood decorating accessories are especially popular. All standard-brand necessities are available in the Island.

★ ★ ★

**WHILE YOU'RE THERE,** a City map, an Island road map and the current issue of the visitors magazine, *QUE PASA*, will help you get around. Get your copies from Exchange Club personnel at Convention headquarters.

★ ★ ★

**TO THE VIRGIN ISLANDS:** The National Exchange Club is planning a long-to-be-remembered excursion to these Islands. A "free port," St. Thomas is a shopper's paradise—one of only five Free Ports in the entire world! You'll find many choice treasures at low, low prices. Here, and in Puerto Rico, atmosphere and adventure will give you "the most exciting Convention ever planned!"

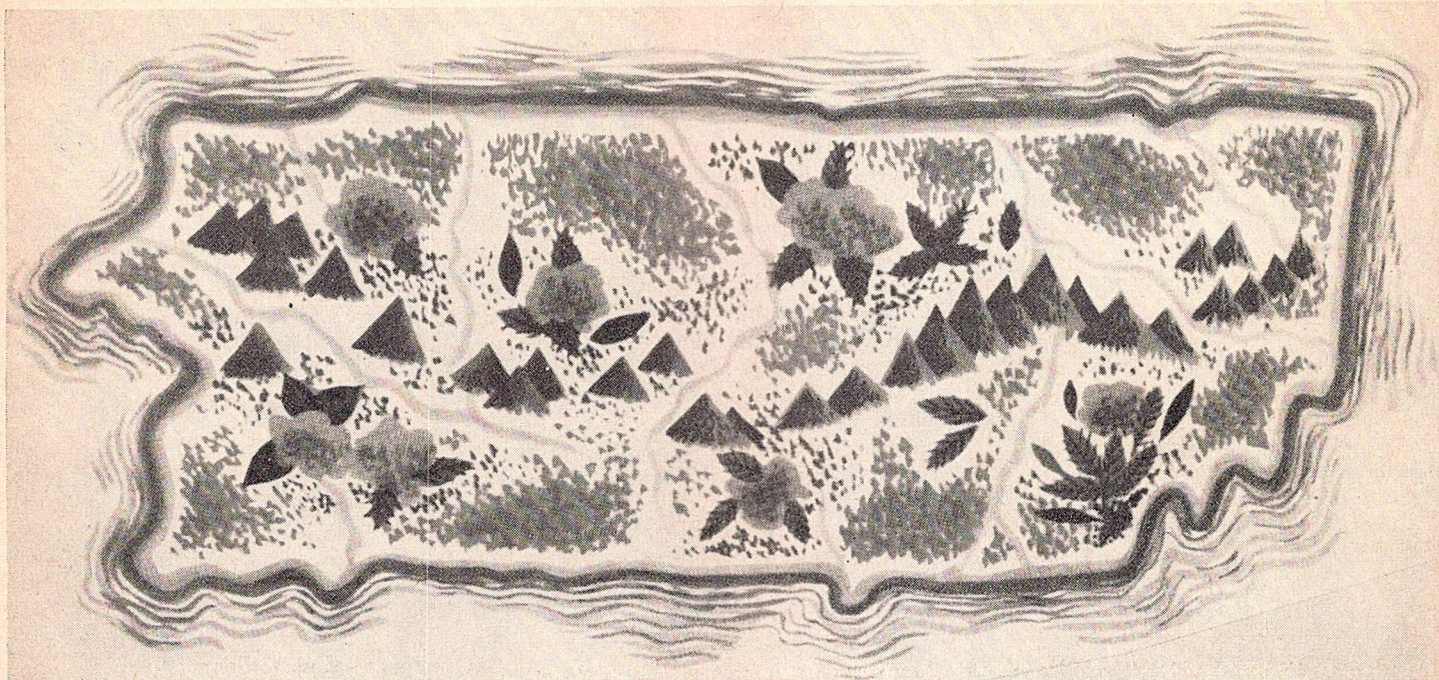
## TRANSPORTATION

IN PUERTO RICO

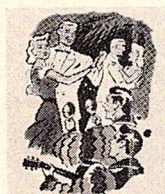
**TAXIS**—Cabs of recognized companies are metered. Rates are 35 cents for first  $\frac{1}{4}$  mile and 5 cents for each additional  $\frac{1}{4}$ . If you use a cab or car without a meter settle on the charge first.

**BUSSES**—In San Juan, Santurce and Rio Piedras busses operate on





a fast schedule. Fares are 5 cents except to Rio Piedras which is 10 cents. Main terminals are the Plaza Colon, and east of the Post Office in old San Juan.



**BUSSES**—To the Island. Puerto Rico Motor Coach offers daily express bus service between San Juan and Mayaguez, with stops at Arecibo and Aguadilla. Main office, 317 Recinto Sur St. Tel. 2-3093.

**WEST INDIES AIR TAXI SERVICE**—Two and four passenger planes rented by hour or by day. Charter flights. Sightseeing trips. Phone 3-1591.

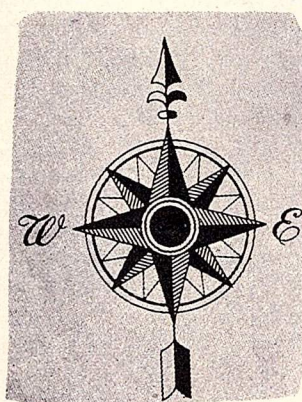


**AIR SERVICE**—Caribbean Atlantic Airlines (Caribair) Recinto Sur St., San Juan (2-3284) operates two daily flights (DC-3) to Ponce

and Mayaguez, 35 minutes one way.

**PUBLICO CARS**—Fast, inexpensive transportation around the island is provided by Publicos—bearing licenses P or Pa.

**AUTO RENTALS**—Are also available.



### To Sum Up the Most Exciting Convention Ever Planned . . .

*Puerto Rico offers the people of the United States — on U. S. territory — a vacation spot of almost infinite variety. Palm-fringed beaches, golden sands, luxurious hotels and casinos. Boats and guides are available for superb salt-water fishing, with marlin, tuna, and sailfish as prizes! You'll find sailing, too, in sheltered lagoons — small plane flying over fascinating terrain, with the convenience of 12 excellent landing fields through the island — golf on the historic battlements of El Morro, or out on palm-shaded country club courses.*

*You can enjoy sun bathing and relaxation on terraced hotel lawns and beaches. There is variety in food, too, with exotic native dishes vying for your favor, together with popular mainland dishes. At night there are superb casinos and night clubs, plus top-flight entertainment in the hotels.*

*Should you wish to shop, you may explore the narrow streets of old San Juan or the fashionable shops of Santurce. Here and in other towns "out on the island" may be found many hand-made products of the Caribbean Islands. Gifts of woven straw, rich mahogany and bamboo — fine needlecraft — gay, colorful baskets — bright mats and rugs of Maguay fiber. And — no limit on purchases, no customs duties.*

*And, more than all else, you'll bask in the rare climate . . . every day, close to Paradise!*



## CHARTERED *in Unity for Service*

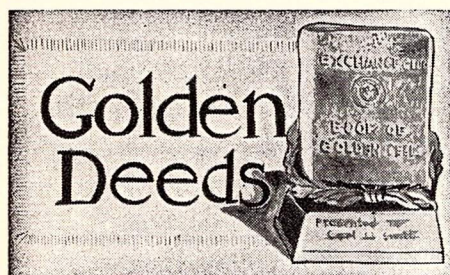
LA JOLLA-NORTH SHORES, CALIF. "Welcome" was the word when the new Exchange Club of La Jolla-North Shores, received its charter at a dinner-dance held at the La Jolla Country Club on a Saturday evening. More than 120 members and guests and their wives witnessed the formal ceremonies. National Board Member Paul D. Dail of Uptown San Diego presented the charter to the new Club's president, Robert L. Hoberg.

The new group was welcomed to the area by civic officials; welcomed to the state by Roy Cooley, past District Governor; and welcomed to the Exchange Club on a national scale, by District Governor Vachel W. Conn of Uptown San Diego, who presented National Service Awards for sponsorship of the new Club. These Awards went to the

Exchange Club of San Diego, and to Committeemen Richard Cromwell and John D'Alfonso.

President Robert C. Mason of the sponsoring Club, presented an American flag to the new group, while the State Exchange Clubs gave a bell-and-gavel set as a sendoff gift. An outstanding feature of this festive party, were beautiful table decorations provided by Charter Member Max Trudersheim.

Other officers of the new group include Vice President Raymond J. Spaniol, Secretary Arthur F. Lanthier, Treasurer Ainsworth R. Hastings, and these additional members of the board of control, Joseph W. Baber, Rev. Cyril I. Reid, Frank H. Whittemore, Alex M. Chases, Dr. James T. Thickstun, and Joseph A. Gunsaulus.—END



LINCOLN, NEBR. This Exchange Club's first Golden Deeds Award went to Miss Nina Kenagy, staff director of a local school for retarded children. The award honored the director for "qualities of leadership, and unselfish service to her community and less-fortunate citizens."

MUSKEGON, MICH. Three Muskegon men received the Book of Golden Deeds Award from this Exchange Club, at one presentation ceremony. Recognition was given for: (1) many years of work with boys in athletics; (2)

"long years of service as a public-spirited servant of the community and all the people"; and (3) assistance to the local high school band and orchestra.

CINCINNATI, OHIO. The name of Past National President Myers Y. Cooper, former Governor of Ohio, was enrolled in the Exchange Club of Cincinnati's Book of Golden Deeds. The citation commended the Past National President for "your great leadership in local, state and national affairs of our country, and in further recognition of your devoted and untiring services to the Exchange Club of Cincinnati."

EASLEY, S. C. The man who was selected as this city's "Citizen of the Year" for 1954, received a resultant Golden Deeds Award from the Exchange Club of Easley. G. B. Nalley received the award from President Charles Ellenburg, with District Governor John McCravy conducting the ceremonies which

accompanied the presentation. District Governor McCravy previously had constructed the beautiful wooden holder in which the citation was placed, from an antique mahogany and walnut piano.

HOLDEN, MASS. Twenty-five years of "outstanding community service as principal of Holden High School," was the basis on which a Golden Deeds Award was presented by the Exchange Club of Holden, to a local citizen, Mr. Raleigh B. Bubar.

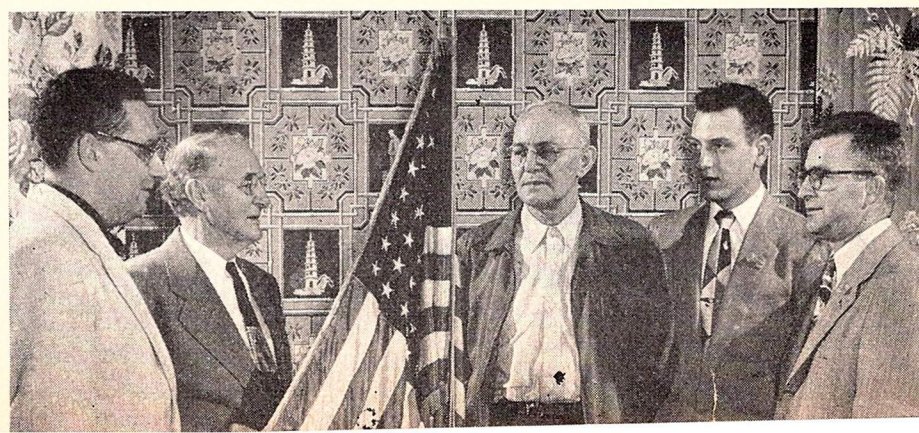
## JOURNEY'S END

John A. Azzaro, member, Fresno (Calif.) . . . George B. Baird, member, Bismarck (N. D.) . . . John H. Diefenderfer, honorary member, Bethlehem (Pa.) . . . Jacob Burbach, member, Benton Harbor (Mich.) . . . William D. Cook, member, Meridian (Miss.) . . . Dr. Joseph A. Essenpries, member, Mount Clemens (Mich.) . . . Bud Flad, member, Easton (Pa.) . . . Delbert R. Fortney, honorary member, Clyde (Ohio) . . . Harry E. Geho, honorary member, North Philadelphia (Pa.) . . . Joseph Kinney, member, Kokomo (Ind.) . . . Curry W. Kirkpatrick, Jr., member, Costa Mesa (Calif.) . . . Arnold W. Linklater, member, Naples (Florida) . . . Joseph V. McGrath, member, Butte (Mont.) . . . Rudolph J. Montsko, Jr., member, Isle of Palms (Calif.) . . . Lawrence C. McFarlane, member, Provo (Utah) . . . Dr. L. E. Owen, member, Buena Vista-Miami (Florida) . . . Alfred R. Pier-son, honorary member, Saginaw (Mich.) . . . Carl O. Pfau, member, West Hartford (Conn.) . . . Edward C. Schneider, honorary member, Middletown (Conn.) . . . William Smith, member, Cartersville (Ga.) . . . John J. Thomas, and Elmer F. Weidner, members, Beach Haven (N. J.) . . . Nathan Wisner, member, Gary (N. C.).

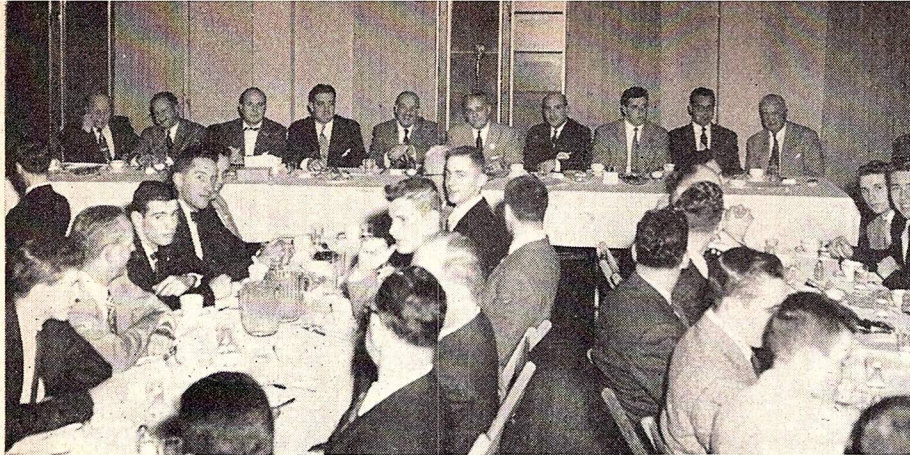
Reseda, Calif. These members of the Exchange Club of Reseda, are publicizing a Club-sponsored dance on the town streets. Under the disguises, (l to r) are Reg Brubaker, President Martin Wemesfelder, Leo Bourdon, Mack Mathabel, and Joseph Comerford.



Kankakee, Ill. Henry Bauer, second from left, veteran of the Spanish-American War, is explaining that today's flag differs from the one he served under; that one had only 45 stars. His audience consists of other veterans, guests of this Exchange Club on Veterans Day, who represent (l to r) World War I, Korea, and World War II. Master of Ceremonies Don Cryer stands at left.







**Amherst, N.Y.** Shown above are some of the more-than-225 attenders at the eighth annual Sports Night Dinner held by this Exchange Club. Held in cooperation with Central High School's Football Dads Association, the event honored the school's varsity squad. Miniature gold footballs were given to the players, and well-known sports figures were speakers.



**Fontana, Calif.** Out-of-town judges selected this Exchange Club's entry from 11 contestants, to reign as queen at the community's 42nd annual birthday celebration. Here Past President Marshall Lollier drives the lovely Louise Chambers, 17, along a parade route. Club Secretary S. J. Gnerre was master of ceremonies for the evening of judging. The celebration will be held in May.

## NEWS OF EXCHANGE

**MINNEAPOLIS, MINN.** Famous Sister Kenny, remembering the heartening aid she received from the Exchange Club of Minneapolis, willed a number of mementoes of her life and career to the city, in the trust of three local men: Lloyd P. Johnson, chairman of the Citizenship Study Panel of the National Committee on Education; District Governor James Henry; and Exchangite Bradshaw Mintener. The mementoes have arrived from Australia, and are being displayed in the city's business-district Loop, before being housed permanently at the new Elizabeth Kenny school. The collection includes medals, papers, testimonials, and records, pertaining to her fight against polio.

**ROCK ISLAND, ILL.** This new Exchange Club, which has reaped a great deal of publicity for its efforts on behalf of retarded children, is assuming responsibility for remodeling and maintenance of an abandoned fire station which will be the new home of retarded children's schools. The brick structure is being leased from the city, and will be known as the Exchange Club School. A Moline (Ill.) architect has volunteered his services for remodeling plans. After conducting a

fund-drive for these children of the county, the Club presented a check for more than \$600 to the association representing them.

**SANTA BARBARA, CALIF.** This Exchange Club voted on its "most outstanding speaker of the year," and came out

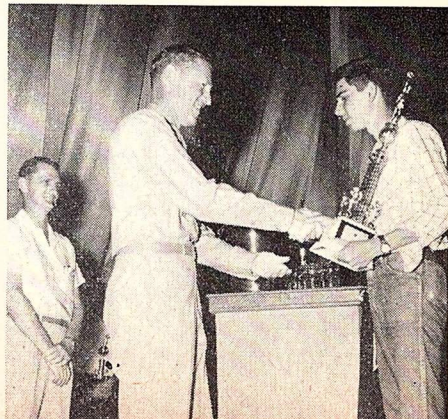
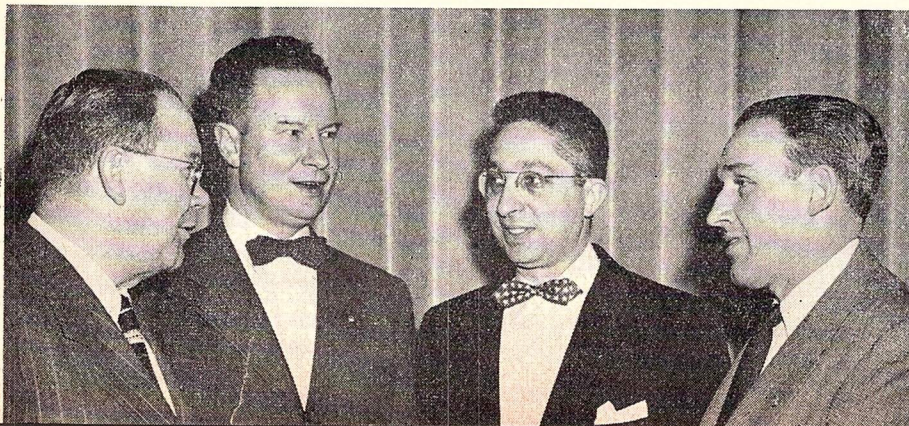
### Honors to Terry Corliss

His Exchange Club (Lansing, Mich.) paid special honors to Past President Terry Corliss upon the occasion of his recent birthday, honoring him for 16 years of service as Club secretary as well as his presidency. Past President Corliss who recently was featured in *The (Dec. 1954) Exchangite* for active Club participation at the age of 87, was in attendance at the big, annual Mid-Winter Exchange Club Conference at Lansing.

with Police Sgt. Donovan I. Gauthier as the winner. Sgt. Gauthier who is head of the police juvenile bureau, and also handles narcotics cases, had spoken on illegal narcotics traffic. The Club presented him with a plaque acclaiming his talk,

**Pittsfield, Mass.** National Regional Vice President Cecil Taylor of Stoneham (left), member of the Exchange Club of Cambridge, who is also state president, converses with (l to r) Rev. C. Walter Kessler (vice president), President William Pomerantz, and District Governor Hunter E. Robertson, following his address to the Exchange Club of Pittsfield. He made newspaper headlines by stating that newspapers "give too much publicity to kids who go wrong, and not enough to the 95 per cent who go to church and are active in worthwhile clubs."

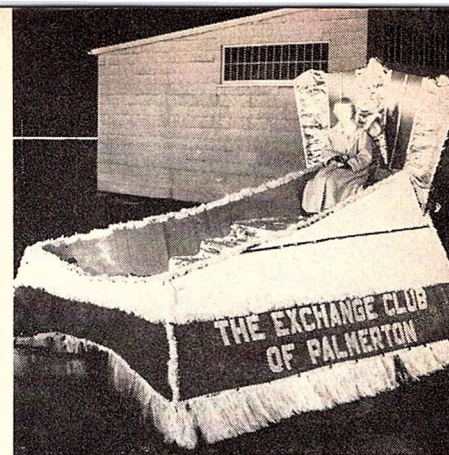
**Miami, Florida.** Grand Champion James Munroe, 18, is receiving his trophy from Col. R. C. Mangrum, center, at the 1st King Orange International Model Plane Contest held at the U.S. Marine Corps Air Station, Miami, as Chairman Thomas M. Sutor of the Aviation Study Panel (National Committee on Education) looks on. Eight Exchange Clubs of the Miami area, jointly sponsored this big meet.







**East Haven, Conn.** Three public concerts were sponsored by this Exchange Club, as a civic-betterment project. Working to promote the two-hour entertainments were New Haven's Club members, pictured above. Three different bands were secured for the project, with both popular and semi-classical selections offered for the public.



**Palmerton, Pa.** "Service to Youth" was the theme of this float, which won the Exchange Club of Palmerton prizes in six local parades. Exchangite Frank Snyder's daughter, Phyllis, graced the float.

and also honored the Exchangites who had arranged the program.

**LAKEWOOD, CALIF.** A check for \$11,000 was presented to the polio fund by Past President William Curry, collected through the efforts of this Exchange Club. This outstanding contribution won a great deal of local publicity for the Club.

**BROOKHAVEN, MISS.** Seven perfect attendance records were honored at a banquet given by the Exchange Club of Brookhaven. The Club members who made the perfect scores during 1954, included Bob Bassett, W. D. Lofton, Jr., Robert Kenny, Jr., Frank Burns, Buddy Smith, Earl Smith, and Ralph Green. State President Henry H. Hederman of Jackson, was guest speaker.

**NORTH MINNEAPOLIS, MINN.** A diamond rocket emblem was awarded to Elmer J. Lindbloom of this Exchange Club, at meeting ceremonies. This National award is given to Exchangites who bring 10 or more new members into a Club.

**CHICAGO, ILL.** For the last number of years in Chicago, between 150 and 200 postal thieves have been arrested annually, reported a speaker to members of the Exchange Club, at their luncheon meeting. The speaker, Jerome Williamson, head of the Chicago postal inspection division, outlined his department's workings.

#### For Your Calendar

The Department of Defense requests that we announce May 21 as this year's date for the sixth observance of Armed Forces Day.

**ATLANTIC CITY, N.J.** This Exchange Club's board of control has taken a lead in asking local legislation for curbing the sale of crime-laden comic-books and other publications detrimental to children. Its resolution requesting this legislation, has been featured in local newspapers.

**LOS ANGELES, CALIF.** Gaining a good bit of newspaper publicity for this Club, was its program which featured the local civil-defense air raid warning system. Warning-system mechanics were demonstrated and explained by an official of the Pacific Telephone and Telegraph Company. He disclosed there are more than 400 of these "bells and lights" warning stations in Southern California, and said it is a nationwide system.

**MINNESOTA STATE EXCHANGE CLUBS.** Minnesota Exchange Clubs are working together in an effort to promote safe driving among juveniles. They are following a plan advanced by the Exchange Club of Austin. The plan is called the Economy Race, and is based on greatest mileage per gallon obtained during driving which is carefully checked for safety observances. A detailed list of "Tips That Save Gas,"

was given to each contestant. A few of the points included, were: "In driving, take it slow"; "The most economical cruising speed is 30 to 35 miles per hour"; and "Watch for trouble ahead, so that you can coast to stops without using the brakes."

### 1955 STATE CONVENTIONS

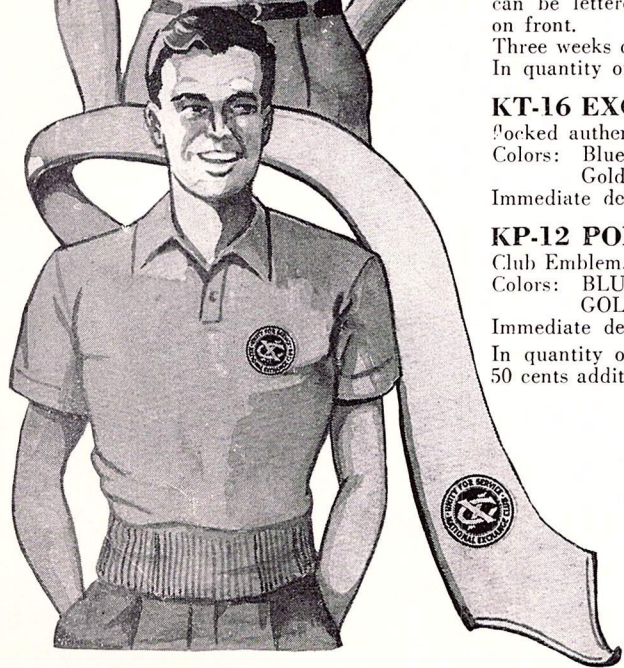
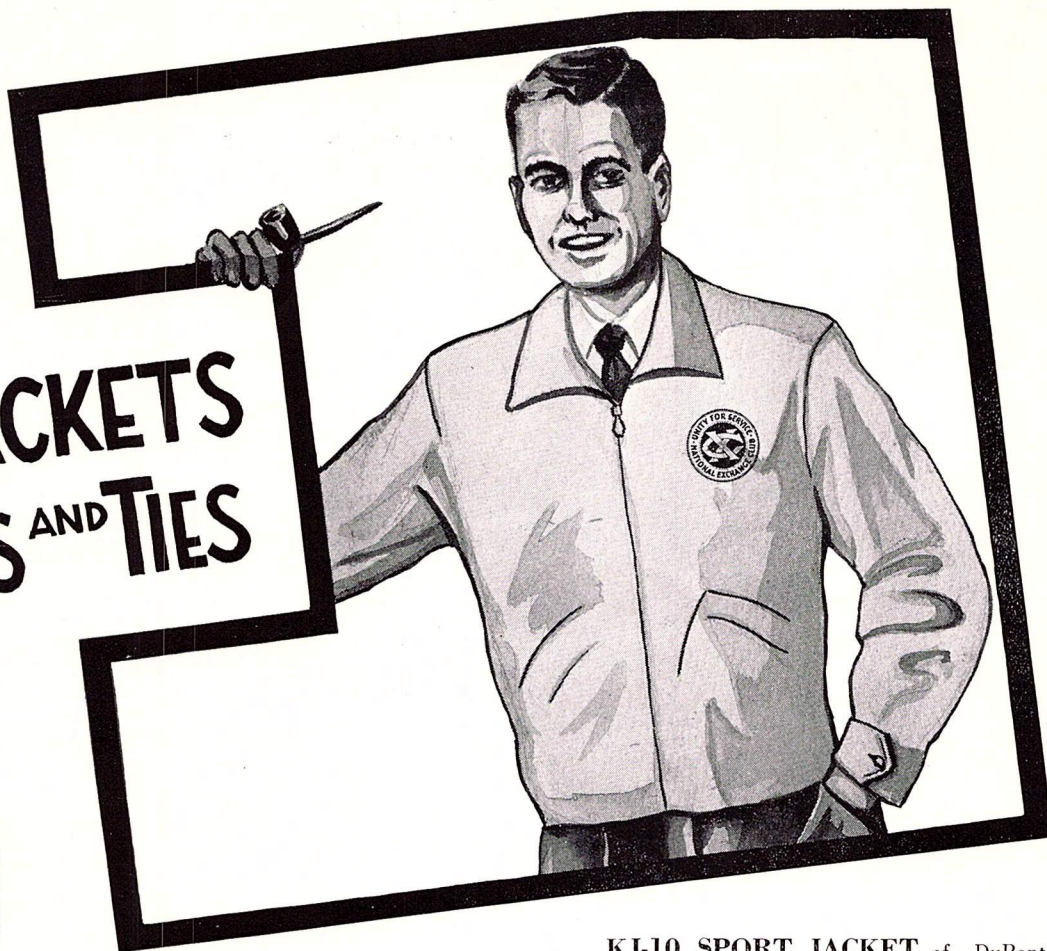
STATE	DATES, PLACE
ALABAMA	May 13-14 Gadsden
CALIFORNIA	June 23-24-25 Santa Cruz
CONNECTICUT	June 24-25-26 Stratford, (Host)
FLORIDA	May 20-21-22 Daytona Beach
GEORGIA	June 23-24-25 Rome
ILLINOIS	May 13-14-15 Belleville
INDIANA	June 9-10-11 Lafayette
MASSACHUSETTS	June 3-4-5 Fitchburg, (Host)
MICHIGAN	June 5-6-7-8 Cruise
MINNESOTA	April 22-23-24 Minneapolis
MISSISSIPPI	June 23-24-25 Biloxi
NEW JERSEY	April 29-30 May 1 Atlantic City
NEW YORK	June 9-10-11 Olean
NORTH CAROLINA	Aug. 19-20-21 Charlotte
OHIO	June 10-11-12 Columbus
PENNSYLVANIA	June 16-17-18 Bedford Springs
SOUTH CAROLINA	May 27-28-29 Charleston
TENNESSEE	June 24-25 Knoxville
TEXAS	June 16-17-18 Dallas
VIRGINIA	June 17-18-19 Winchester

### 1955 NATIONAL CONVENTION

SAN JUAN, PUERTO RICO October 5-10



# JACKETS SHIRTS AND TIES



**KJ-10 SPORT JACKET** of DuPont zelan treated water repellent poplin, individualized for Exchange Club Emblem, rayon flocked, on left chest.

Colors: Blue with Gold Emblem

Gold with Blue Emblem

Sizes: Small, Medium, Large

**SPECIFY COLOR AND SIZE ON YOUR ORDER**

Immediate delivery. Each, as illustrated ..... \$6.50

CLUB NAME (EXCHANGE CLUB of Yourtown), can be lettered on back of jacket in quantity order of 6 or more at 50 cents additional per jacket. Three weeks delivery. Give exact lettering wanted.

**KS-14 WHITE T-SHIRT**, medium weight fine cotton, distinctively marked by an 8-inch authentic Exchange Club Emblem on center front in Blue, rayon flocked, for individual Exchangites and Club athletic teams.

Sizes: Small, Medium, Large, Extra Large.

**SPECIFY SIZE ON YOUR ORDER.**

Immediate delivery with Emblem only, as illustrated, each ..... \$1.30  
To identify your softball, baseball, bowling, and other athletic teams, name of your Club can be lettered on front or back of T-Shirt, with 8-inch authentic Exchange Club Emblem on front.

Three weeks delivery. **GIVE EXACT LETTERING DESIRED, AND SIZES.**

In quantity order only (6 or more), each ..... \$1.45

**KT-16 EXCHANGE CLUB WOOL TIE.** All wool, wrinkle resistant ties with rayon flocked authentic Exchange Club Emblem.

Colors: Blue with Gold Emblem

Gold with Blue Emblem

**WHEN ORDERING SPECIFY COLOR.**

Immediate delivery. Each ..... \$1.35

**KP-12 POLO SHIRT**, fine quality, combed yarn, short sleeve only. Authentic Exchange Club Emblem, 3 3/4-inch, rayon flocked on left chest.

Colors: BLUE Polo Shirt with GOLD Emblem

Sizes: Small, Medium, Large

GOLD Polo Shirt with BLUE Emblem

**GIVE COLOR & SIZE WHEN ORDERING**

Immediate delivery. Each, with Emblem only ..... \$2.75

In quantity order of 6 or more, name of your Club can be lettered across back of shirt, at 50 cents additional per shirt. Three weeks delivery.

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